



NEWS RELEASE

Defense Commissary Agency

Corporate Communication

1300 E Avenue • Fort Lee, VA 23801-1800

Tel: (804) 734-8000, Ext. 8-6105 DSN: 687-8000, Ext. 8-6105

FAX: (804) 734-8248 DSN: 687-8248

www.commissaries.com

Release Number: 85-11
Date: October 24, 2011
Contact: DeCA public affairs
Tel.: (804) 734-8000, 4-8773

November begins commissary's holiday savings

*By Sallie Cauthers,
DeCA marketing and mass communications specialist*

FORT LEE, Va. – Commissary customers looking for savings on ingredients for their holiday menus or unique gifts can find all these things and more at their local commissary, said the Defense Commissary Agency's sales director.

“With the upcoming holidays, we want our patrons to use their commissary benefit to save significantly on their family feasts,” said Chris Burns, sales director. “This time of year, our industry partners are offering even deeper discounts on items to prepare for the holidays to include ingredients for holiday baking or something special for that care package to a loved one deployed overseas.”

Throughout the month of November, DeCA's industry partners will be hosting many in-store promotions – everything from shopping-spree giveaways to super-discounted holiday turkey coupons – in honor of Military Family Appreciation Month, Veterans Day Nov. 11 and extra savings focusing on the holiday season.

Overseas stores may have substitute events for certain promotional programs. Customers are asked to check out their local commissary's schedule for the following super sales events:

- General Mills and its baking partners, Betty Crocker and Gold Medal flour, will offer high-value coupons and special in-store baking centers to sample holiday treats. For November and December, Mrs. Dash Salt-Free Seasonings is also offering a coupon for savings off produce, beef, poultry or seafood with the purchase of one seasoning blend or marinade.

- Nestlé will offer its “Big Book of Commissary Savings,” which includes an array of holiday-meal-related coupons, meal ideas, recipes, tips and more.
- Kraft Foods, ConAgra Foods, General Mills, Ocean Spray, Heinz and Fresh Express have joined forces to offer stateside commissary shoppers the “Create a Memorable Thanksgiving” coupon booklet, valued at more than \$32 toward the purchase of a turkey. All coupons may be combined toward any turkey purchase (fresh or frozen). The booklet will also include preparation tips and recipes. Because this is a test venture with industry, the supply of coupon booklets is limited and will be available only in stateside commissaries starting the first week of November. Watch for special in-store displays for more details.
- Acosta and participating brands will distribute 400,000 high-value coupon flyers to commissaries worldwide in support of the “Wounded Warrior Project” with the “Believe in Heroes” promotion in commissaries. The Wounded Warrior Project raises awareness and enlists public aid to help severely injured service members.
- The second annual “Tribute to Our Troops Breakfast Bundling Event” will celebrate Veterans Day with in-store displays promoting extra savings on participating Quaker and Tropicana products. Special giveaways will also be provided to 50 winners of a “Tribute to Our Troops” prize package to include a commissary gift card, Quaker and Tropicana marketing merchandise, and Quaker products. Twenty-five additional winners will also win Quaker and Tropicana marketing merchandise. Product demonstrations will also take place in participating stores, introducing new Quaker products.
- Unilever will observe military families month with extra savings on its brands. Unilever also will make an initial donation of \$25,000 to the Fisher House Foundation. An additional donation of up to \$25,000 will be given to Fisher House based on Unilever’s Facebook activity linked to “Operation In Touch.” Visit <http://operationintouch.com/Offers/Promotions/OIT-Facebook.aspx> for more details. Also, Unilever will award up to \$25,000 in commissary gift cards to commissary shoppers.
- In honor of the commissary’s 20th anniversary, Procter & Gamble has partnered with the USO to offer coupons on various products with \$.25 from each coupon redeemed going to support Operation Enduring Care (<http://www.uso.org/operation-enduring-care.aspx>) and the construction of wounded warrior family centers. Commissary shoppers also can enter to win up to \$500 in commissary gift cards. Check out program details at in-store

displays, in Military Spouse magazine, Eat Healthy Your Way magazine and the Commissary Specials newsletter.

“These promotions extend the value of the commissary benefit that our military members and their families have earned,” Burns said. “We applaud the sacrifices they’ve made in service to our country past, present and future. We cannot thank them enough for everything they’ve done to make our country a stronger and safer place to live.”

-DeCA-

About DeCA: *The Defense Commissary Agency operates a worldwide chain of commissaries providing groceries to military personnel, retirees and their families in a safe and secure shopping environment. Authorized patrons purchase items at cost plus a 5-percent surcharge, which covers the costs of building new commissaries and modernizing existing ones. Shoppers save an average of more than 30 percent on their purchases compared to commercial prices – savings amounting to thousands of dollars annually. For current savings figures for various groups – single member up to a family of seven – visit <http://www.commissaries.com>. A core military family support element, and a valued part of military pay and benefits, commissaries contribute to family readiness, enhance the quality of life for America’s military and their families, and help recruit and retain the best and brightest men and women to serve their country.*